

PRODUCT: 26 boxes of S-V-S^x *Vitamin Tablets* at Baltimore, Md.

LABEL, IN PART: (Box) "S-V-S^x Pell-Ma Brand * * * Super Vita Sparks X Vitamin B₁, B Complex and Iron Tonic 30 Tablets."

NATURE OF CHARGE: Misbranding, Section 502 (a), the conspicuous statement in the leaflet enclosed in each box, namely, "The Aristocrat of Glandular Products," and the supplementary statement, "With Hormones and Gland Extracts," were false and misleading since the article possessed no physiologic or therapeutic properties due to its content of hormones or gland extracts, and the false and misleading impression created by such representations was not exonerated by the less conspicuous labeling statement "Inactive Ingredients Androgenic Substance, from Sterols, 10 Capon Units Orchic Substance (Testes) 85.0 Mg. Prostate Gland Substance 85.0 Mg. * * * There is no scientific evidence to indicate that the Androgenic, Orchic and Prostate substances in this product have therapeutic or physiological activity."

DISPOSITION: April 19, 1949. Default decree of condemnation and destruction.

2726. Misbranding of estrogenic hormone cream. U. S. v. 176 Jars, etc. (F. D. C. No. 26641. Sample No. 2790-K.)

LABEL FILED: March 9, 1949, District of Columbia.

ALLEGED SHIPMENT: On or about October 30, 1948, and January 10, 1949, by the Everyyoung Cosmetic Co., from New York, N. Y.

PRODUCT: 176 3-ounce jars and 138 1-ounce jars of *estrogenic hormone cream* at Washington, D. C., together with a number of leaflets entitled "This Precious Cream."

LABEL, IN PART: "The Second Youth Estrogenic Hormone Cream One ounce of this Hormone Cream contains 7,500 Units of Natural Estrogenic Hormones."

NATURE OF CHARGE: Misbranding, Section 502 (a), the picture of a young woman on the jar label and the following statements on the label and in the leaflet were false and misleading since the article was not effective to accomplish the results stated and implied: (Jar label) "The Second Youth * * * Everyyoung," and (leaflet) "Helps to keep your youthful appearance * * * The Second Youth * * * Everyyoung * * * Look Younger and More Attractive Day by Day * * * It helps to stimulate undernourished skin; it helps to erase eyelines, large pores and skin impurities, brings back fresh and youthful glow to faded face and neck."

DISPOSITION: April 5, 1949. Default decree of condemnation and destruction.

2727. Misbranding of Alapex. U. S. v. 11 Bottles, etc. (F. D. C. No. 26624. Sample No. 46579-K.)

LABEL FILED: February 28, 1949, Western District of Pennsylvania.

ALLEGED SHIPMENT: On or about October 30, 1948, and January 6 and February 11, 1949, by Algo Products, Inc., from Cleveland, Ohio.

PRODUCT: 11 1-pint bottles and 31 4-ounce bottles of *Alapex* at Pittsburgh, Pa., together with a number of display cards entitled "Ask About Alapex" and circulars entitled "Let's be Honest About Checking Falling Hair, Making Hair Grow." Analysis showed that the product consisted essentially of salicylic acid, thymol, and resorcinol monoacetate dissolved in alcohol and water.

LABEL, IN PART: "Alapex for the Scalp."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the display cards and in the circulars were false and misleading since they